



OVER A MILLION
AND
A QUARTER
A DAY.

Over A Million and A Quarter A Day

Over a million and a quarter SHREDDED WHOLE WHEAT BISCUITS a day are made in the Natural Food Conservatory, the largest, cleanest and most perfect building in the world devoted to food production. We will make more of them this year. We wouldn't make them if people didn't eat them. Nearly

A Hundred Thousand Visitors

passed through this "Palace of Light" last year and witnessed the interesting process of shredding wheat and making it into Biscuits and Triscuits.

Why do we keep "open house" for the visitors to Niagara Falls?

Because nearly every one who sees for himself the spotless cleanliness of the plant and the purity of the product becomes a consumer of Shredded Wheat. There is nothing in the process which we wish to conceal. You are cordially invited to "the Home of Shredded Wheat."

Shredded Wheat Biscuit is the world's standard cereal food, as staple as granulated sugar. It supplies in digestible form all the nutriment found in the whole wheat, the one perfect food for the perfect sustenance of the human body. Delicious with hot or cold milk or cream or in combination with fruits. TRISCUIT is the shredded wheat cracker, better than bread as a toast, served with butter, cheese or preserves. The "Vital Question" Cook Book is sent free.

THE NATURAL FOOD COMPANY,
Niagara Falls, N. Y.

